

The Sports –Recreational animation as a factor for tourism development

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Introduction

Although tourism is not a sports branch, it includes a lot of sports activities (sports recreation, sports manifestations, etc.). It can be stated that tourism and sport are mutually interrelated phenomena. The link between them has existed ever since the start of their development. But, the relation between them has changed substantially. In the ancient Rome and Greece sport had motivated people to travel, in order to attend big sports events. In recent times sport in tourism has gotten a wider role, and that has created a different relation between them. The famous tourism scholars Hunciker and Kraph have written about the functional interrelation between sport and tourism. They have explained the phenomenon of sport in tourism according to the examples of Swiss tourism, where the sport tourism had already been developed, especially the winter sport tourism.

1. Sports-Recreational Animation

In the contemporary tourism sport has not only got a perceptive role, but it also is a relevant content of the tourist stay, which make the visitors take part in different sports. It not only becomes a content of stay, but it also is an incentive for traveling towards a certain tourist destination. That kind of relationship between sport and tourism provokes a development of a special type of tourism: sports-recreational tourism.¹ The sports recreation in tourism is seen as a means for an active vacation of the visitors, i.e. contents in which there is an active participation.² Thus, we can conclude that sport and tourism have got many related points. The first one is that both of them happen in the spare time. That means that if a person does sports recreation in the place of residence, is out of the tourism frame. But, if the person does that out of the place of residence, it is considered as a tourist activity. Thus we can state that the sports recreation enters tourism when the residents from a certain place will take part in the tourist flows.

The second related point is the factors that influence the sports and tourism development. Many authors classify the factors for sports and tourism development differently. However, all

the classifications can be simplified into three factors: Factors of the tourist demand, intermediary factors and factors of the tourist offer.³ All of these factors influence the sports development, not only in tourism, but generally. Actually, that can be best shown by the table parallel review of the factors for sports and tourism development:

table 1 Factors for tourism and sports development⁴

| Factors for tourism development | | Factors for sports and recreation development |
|---|---|---|
| I Factors of the tourist demand | | I Factors of the sports-recreational services demands |
| 1) Objective - population - urbanization - income - free/spare time | 2) Subjective - fashion - behaviour - habits - prestige - religion - love | - urbanization and industrialization - income of the population - free/spare time - subjective factors (fashion, behaviour, habits, prestige) |
| II Intermediary factors - tourist agencies - tourist associations | | II Intermediary factors - tourist-sports agencies - sports organizations |
| III Factors of the tourist offer 1) Attractive factors of the tourist accomodation demand capacities - natural - anthropocentric | | III Factors of the sports- recreational offer - natural resources - sports-recreational buildings and contents |
| | | |

*Source: D-r Mato Bartoluči i d-r M. Andrijašević: "Sportska rekreacija u turizmu", Animacija u hotelijersko - turističkoj ponudi, Hrvatska udruga hotelijera i restoratera, Opatija, 1999god.

In that context, we are talking about factors from the domain of the economic and social life, which on the one hand, influence the need (the working and living environment, urbanization, industrialization, etc.), and on the other hand, influence the opportunity for action (free time, finance means, traffic capabilities, etc).

The unity is also reflected into the functions of these two phenomena. The numerous functions of tourism and sport can be classified into two groups:

- social or humanist, and
- economic functions.⁵

The review of tourism and sports functions is presented in the following table:

Table 2. Functions of tourism and sports recreation⁶

| Functions of tourism | Functions of sports-recreation |
|--|--|
| I Social (humanist) - sports-recreational - culture-educational - health related - socio-political | I Social (humanist) - health related - educational - socio-political |
| II Економски функции - currency - for employment - for a development of underdeveloped areas - multiplicative - conversational | II Economic functions - currency - for employment -multiplicative |

*Source: D-r Mato Bartoluči i d-r M. Andrijašević: "Sportska rekreacija u turizmu", Animacija u hotelijersko - turističkoj ponudi, Hrvatska udruga hotelijera i restoratera, Opatija, 1999god.

Considering the table, the sports –recreational animation can be spotted, and only the functions of the sports-recreational animation will be elaborated. Namely, one of the most relevant functions of tourism and sport in tourism is the health related function. It is known that various programmes from the domain of sport and recreation have a positive impact on keeping and improving the visitors' health. The numerous researches have confirmed the thesis that doing sports and recreation helps prevent diseases which are present in the contemporary life, and it also promotes the functional capabilities of the organism. The health related function is one of the most important incentives for traveling and change of the place of residence, considering the fact that it can be realized with the existence of natural resources (sun, water and rays). Because of these reasons it becomes an important impulse for tourist development.

Sport and recreation in tourism have a certain educational function, too. It is expressed through learning and acquiring certain sports skills. But that does not only broaden the

educational level of the visitor, but it also has a n upbringing impact that is manifested by creating habits for doing certain sports-recreational activities.

As a result of the sports-recreational animation, during the travel and the tourist stay, people get to know each other, become closer, no matter their social and other differences, and in that way the social function of sport in tourism is established. Sport is always related to traveling to certain places, and along with tourism it becomes “a peace ambassador among the countries”. Besides that, the top sports achievements are the best means of promotion for certain countries. It all adds to the affirmation of the political function of the sports recreation in tourism. ⁷

It is well known that the economic functions have an extraordinary importance for the commercial development of the receptive tourist countries like the Republic of Macedonia. In that way, the economists favour the currency function. The economic functions of the sports recreation are realized through the consumption of different sports products on the tourist market and thus, additional economic effects on tourism are generated. It can be stated that both in sport and tourism the key moments are the recreation, the laxity, the change of the everyday routines, etc. The play and the communication are the basic elements in sports activities during the annual vacation, so the animation should be pointed out, too. Moreover, we should not neglect the recreational-health related aspects that appear as following elements.

The sports-recreational animation can be organized both on land and water, in a closed or open space. The sports recreational animation on land in a closed space has its own pros and cons. The pros are that it is not dependable upon the atmospheric conditions (climate, season, etc).

The only disadvantage is the space limitation. This group includes:

- activities that do not require certain installations or equipment, like: gymnastics, aerobic, yoga, etc.
- activities that require a little equipment like: table-tennis, billiards, darts, etc.
- activities that require certain installations and equipment like: bowling, sports center, etc.

The sports recreational animation on land in an open space is dependable upon the atmospheric conditions. This group includes:

- activities that do not require certain installations or equipment, like: mountaineering, etc.
- activities that require a little equipment like: badminton, different games with balls, etc.
- activities that require certain installations and equipment, like: mini golf, sports playgrounds, etc.
- activities that can be realized on snow, like: sledging, skiing, snowball playing, etc.

All the other activities that were mentioned before can be included in this group, too, because they can be realized in an open space, too.

The sports recreational animation on water in a closed space (swimming pool) includes:

- organized activities such as: swimming, water polo, different competitions, as well as different games on water.

The sports recreational animation on water in an open space (a lake, a sea, a river, etc) includes:

- activities that do not require equipment, such as: water polo, swimming, different competitions, etc
- activities that require equipment, such as: water skiing, underwater fishing, snorkeling, etc.⁸

2. Sports-recreational animation programmes

As it was mentioned before, there is a connection between sport and tourism. In the contemporary society these two phenomena get a humanist dimension. The sports recreation is an active component of the tourist offer. It has an enormous importance to the health and psychophysical condition of people and their mutual interaction. Actually, I can point out that the sports recreational animation is an imperative of the contemporary tourism. In order to create and realize sports-recreational animation programmes, certain conditions are indispensable: providing appropriate terrains and equipment, using the services of the sports recreational centers, capability for organizing various contests and competitions, etc.

In that way, certain researches have been conducted in the Republic of Macedonia. They include domestic and foreign visitors and their desires for sports recreational activities, and it has been found out that more activities should be included in the programmes. The contents of the animation programmes should be adjusted in relation to the type of tourism that they have been created for. (for example in our country it is possible to have summer, winter, lake, mountain, thermal tourism, etc).

In our view their content would be the following:

- animation program for sports-recreational activities on water: swimming, sun bathing, flying over water, speed boat riding, rowing, water skiing, fishing, etc.
- animation programme for sports recreational activities on land: soccer, mini soccer, handball, basketball, tennis, golf, mini golf, billiards, aerobic, etc.

Conclusion

The contemporary trends in tourism require organization of the content of the tourist stay. The times when the basic tourist services as accommodation and food were the only incentives for tourist flows, have passed. Today these services are performing needs while achieving the goal and that is meeting the needs of the visitors. These two goals are complementary. It means that the level of achieving the first goal is in connection to the achieving of the second one. The higher the level of respect for the latter one is, the higher the level of realization of the first one.

From a marketing aspect, the visitors' needs are oriented towards the higher diversity and need for a wider range of potential services. While in past times the food and accommodation were the synonyms of the tourist and hospitality business, in recent times these two have become only an assumption, and less a goal of the visitors. The visitors will most often direct to those destinations that offer new experiences, events, changes. The development of the product, as part of the marketing function, in the tourist and hospitality business leads to products for meeting the biological and physiological needs (food, accommodation, personal hygiene) to products for meeting various activities.⁹ In that context,

we can mention the degree of education which, in the research of the tourist motivation, appears as a relevant factor for tourist migrations. With the visitors' higher level of education, the tourist stay becomes more and more active, no matter the activities that are included. This is a very important fact to the creation of the tourist offer, because the researches show that the tourist migrations include more and more people with a high degree of education.¹⁰ Thus it can be concluded that the sports-recreational animation is a relevant factor for the tourism development.

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¹ D-r Mato Bartoluči, d-r M. Andrijašević: "Sportska rekreacija u turizmu", Animacija u hotelijersko - turističkoj ponudi, Hrvatska udruga hotelijera i restoratera, Opatija, 1999god., str. 166.

² D-r Mirko Relac: "Sportska rekreacija u turizmu", Sportska tribina - Zagreb, Zagreb, 1979god., str. 7 - 12.

³ D-r Ante Cicvarić: "Ekonomika turizma", Izdavačko poduzeće "Zagreb", Zagreb, 1990god., str. 27 - 30.

⁴ D-r Mato Bartoluči, d-r M. Andrijašević: Ibid, str. 166.

⁵ D-r Mirko Relac, d-r Mato Bartoluči: "Turizam i sportska rekreacija", Informator - Zagreb, Zagreb, 1987god., str. 36.

⁶ D-r Mato Bartoluči, d-r M. Andrijašević: Ibid, str. 169.

⁷ D-r Mato Bartoluči, d-r M. Andrijašević: Ibid, str. 172.

⁸ M-r Aleksandar Cickovski: "Hotelijerstvo kao nosilac turističke ponude SR Makedonije", doktorska disertacija, Sveučilišni centar za Ekonomske i Organizacijske znanosti u Rijeci, Rijeka, 1985 god., str. 198.

⁹ D-r Vinka Cetinski: "Animacija kao segment suvremene turističke ponude", Animacija u hotelijersko - turističkoj ponudi, Hrvatska udruga hotelijera i restoratera, Opatija, 1999god., str. 16.

¹⁰ На пример: работниот материјал на издавачката куќа "Gruner und Jahr" по повод Туристичката берза во Берлин 1984 год. Во прогнозата за туристичките движења и „туристичкото однесување“ на жителите на Западна Германија до 1990 год. Во материјалот посебно е нагласено дека посетителите сè повеќе ќе ги сакаат празниците кои нудат поинтензивни искуства и повеќе активности. Тоа е поврзано со промената во структурата на посетителите, зголемувањето на старосните групи од 20 до 40 години па и со поголемиот број на посетители со повисоки степени на образование.